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TO: Sonya Rush/ Rob Gotti

DATE: December 18, 1996

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SUBJECT: Virginia Slims Book of Days Research -- Final Report

The following is a report of the results of the "Qualivue" research, that was conducted pertaining to the Virginia Slims Book of Days. The objective of this research was to provide insights about the appeal of the Book of Days so that directional input could be provided for its refinement. Specifically, we addressed what Virginia Slims smokers, 21 years of age and older like about the Book and why those smokers that get it on a consistent basis do so.

#### Methodology

A "Qualivue" study is similar to an in-person, in-depth interview in that it consists of mostly open-ended questions designed to elicit opinions and feelings about an issue. The only difference is that this type of interview is conducted over the phone. In this study, a total of 35 phone interviews were conducted among female smokers, 21 and older from different parts of the country who have gotten the Book of Days at least twice within the last five years. There was about an even split among women smokers who had gotten the Book of Days two, three and five times. About half the women smokers we spoke with were aged 25-44 and the other half were 45-64 years of age. Most had obtained the Book of Days through redemption of Virginia Slims UPC's, while a few got it at retail. Nearly all of these women have participated in the V-Wear promotion.

#### Summary and Implications

Overall, most of those interviewed have a very favorable opinion of the Book of Days and use it on a fairly regular basis. The most used feature seems to be the daily calendars to remember events such as doctors appointments and birthdays. It therefore seems important that there is adequate writing space in each daily calendar. The coupons were also cited as being among the best features. Even non-book users liked the coupons, indicating that this is a feature that should be continued.

**Consumers described the book as "easy to read", "well organized", attractive, useful, good quality and something that serves all of their needs.** Very few smokers described the book as "prissy" or "cheaply made". This is not surprising given the fact that we spoke to heavy Book of Days users. The one criticism expressed by a few smokers was that the Book was a little too large to fit in their purse.

**It appears that including the book as part of the V-Wear collection would be a very acceptable alternative (assuming the timing is right),** given the fact that virtually all of these women are V-Wear participants and that most had ordered the book in the mail by using UPC's. Many of these women even said that they would welcome this idea since they would be able to get all of their Virginia Slims merchandise at once. They also would not have to worry about missing the promotion at retail or in FSI's.

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### Detailed Findings

These women use the Book of Days mainly to keep track of day to day activities such as birthdays and various appointments that they have. They find that the book really helps to keep them organized. A few do not use the book at all, and are drawn to the book because of the coupons that come with it.

*"I'd be lost without it as I use it often. I use the calendar to keep track of all my appointments."*

*"I just like it. It keeps me organized. I keep it right in my pocketbook so I can write down my appointments, doctors appointments, things like that."*

*"I use it mostly as a mini-dairy. I put dentist and doctor appointments. I put social engagements also."*

*"I really just like saving them. They are neat. I read through it and get a good laugh. I also tear out the coupons."*

**The two features that smokers seem to enjoy most are the daily calendars and coupons.** The daily calendars are viewed as most handy because they have enough room to write down important things to remember. Some also said that the coupons featured in the book are the biggest reason they got the book.

*"... I like it because it's large and I can carry it around. It's large enough because I can write notes and it's small enough to fit in my purse if you want to carry it around. I also like the coupons. You can put appointments in it."*

*"I'd be lost without it as I use it often. I use the calendar to keep track of all my appointments."*

*"(I get it) because I like the book, the stories and I use it for my dates and phone numbers."*

*"It's a datebook calendar with coupons inside. It's attractive and a very good way to keep track of appointments."*

*"I like using the coupons to buy other things."*

**The one thing that some respondents seem to dislike about the Book of Days is that it is a little too big to fit in their purse and becomes bulky and cumbersome after a while.** A few said that it tends to go too far with the advertising/ photos.

*"It's a little bit long. It's too long to fit in my purse. I have a short purse."*

*"There are too many pictures and advertisements. I would put them all at the beginning or end of the book."*

*"There is a woman's ad that opens up. Enclosure of the ads are inappropriate."*

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**Respondents find the book "useful" and "handy".** The layout of the book is appealing because it is all inclusive as well as easy to use. A few respondents said they enjoy the sayings and quotes in the book. These quips are also what seems to make the Book of Days unique from other datebooks as well as to Virginia Slims. A few of these smokers seemed to like its "feminine flair" --both the color of the cover and the fact that it is a stylish book which provides tidbits about women.

*"It's useful, handy, everything I need is in it. I use it all the time."*

*"It's convenient. It easily fits in your pocketbook. It's got cute little anecdotes in it about women, fashion tips, all kinds of stuff and it's free."*

*"Life dependency. Keep track of everything. I rely on it. I actually have two - one I use for personal and one I use for business."*

*"They are a little different each year. They are fun to read. They titillate."*

*"I feel that the advertisement and colors in the book are geared for women. It has a feminine flair."*

*"I like the women's things. The acknowledgments of women. The history of smoking women was very funny."*

**These respondents, who are highly involved with V-Wear, said that they thought it would be a good idea to include the Book of Days in the V-Wear collection.** Many said that not only would it give the smoker a chance to order everything all at once, but it could also serve as a reminder in the event that they missed it the first time. Those who were less excited about the idea said that they thought that they would use their UPC's to order larger things than the datebook.

*"You can order the book if you want to have it at the same time as everything else."*

*"It's just an easier way to get it. If you don't catch it when they're coming out at the beginning of the year, it's another way to get one."*

*"People tend to overlook the small items. Keep the Book of Days separate."*

**Despite these favorable reactions, none of the respondents said that their opinion of Virginia Slims would change if the Book of Days were to be discontinued, nor would it stop them from purchasing Virginia Slims, a cigarette that they enjoy.** Generally, these women have become used to the luxury that the Book of Days provides, but they do not expect it to always be around.

*"...I wouldn't lose any sleep. I would like to have one because I like them. I like the convenience it provides."*

*"I would still smoke Virginia Slims. They're tasty. I enjoy their menthol taste. I don't smoke them because of the book."*

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